## {In Archive} RE: IAP Updates | Obama Administration to Promote 'Clean Energy' | USAID India Consultation: "Advanced Cook Stoves For Improved Health Of Women And Children"

Jacob Moss to: Jeroen.Blum

12/16/2009 07:56 AM

Cc: Anuradha.Bhavnani, chris.west, LCordes, Simon.Bishop

From:

Jacob Moss/DC/USEPA/US

To:

<Jeroen.Blum@shell.com>,

Cc:

Anuradha.Bhavnani@SHELL.com, chris.west@SHELL.com, LCordes@unfoundation.org,

Simon.Bishop@SHELL.com

Archive:

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## Jeroen,

You're very savvy to see those links. We fought hard to get cookstoves included in this Climate REDI effort, but it was rejected at a very senior level. I was given a few reasons why, but nothing that seemed too compelling. The opposition to our proposal from another U.S. agency that I mentioned to you was likely the key factor. It is very frustrating. The budget for it would have likely been very modest within the US govt (likely just a few million dollars), but if the will had been there, we could have leveraged many other aid dollars from other governments.

Still, this unfortunate result should not have any consequence for the current discussions we're having, and which we discussed in Delhi. They are independent tracks, the Climate REDI effort for the U.S. was run out of the climate office in our State Dept, while the current one we discussed is run out of Sec. Clinton's office. This latter current effort has a bigger upside, if we can clear the initial hurdle we discussed.

Let's keep chatting as we move forward. We sent over a proposal for next steps yesterday, and that will certainly be a (hopefully rapidly evolving) work in progress.

#### Jacob

Jacob E. Moss | U.S. Environmental Protection Agency | Tel. +1 202 564 1388 | Fax. +1 202 564 1408 | moss.jacob@epa.gov

Dear Jacob, hope all is well at your end. See bel...

12/16/2009 07:42:41 AM

From:

<Jeroen.Blum@shell.com>

To:

Jacob Moss/DC/USEPA/US@EPA

Cc:

<chris.west@SHELL.com>, <Simon.Bishop@SHELL.com>, <LCordes@unfoundation.org>, <Anuradha.Bhavnani@SHELL.com>

Date:

12/16/2009 07:42 AM

Subject:

RE: IAP Updates | Obama Administration to Promote 'Clean Energy' | USAID India Consultation:

"Advanced Cook Stoves For Improved Health Of Women And Children"

Dear Jacob, hope all is well at your end.

See below the Clean Energy plan presented yesterday. How will this affect the Cookstove initiative, which seems fairly similar in its setup?

Best.

Jeroen Blüm Deputy director Shell Foundation

Office: Carel van Bylandtlaan 30, 2596 HR The Hague, NL Correspondence: P.O. box 162, 2501 AN The Hague, NL

Tel: +31 70 377 3708 Mobile: +31 6 1131 5714 Email: jeroen.blum@shell.com

Internet: <a href="http://www.shellfoundation.org/">http://www.shellfoundation.org/</a>

**From:** Bhavnani, Anuradha SIPL-SF **Sent:** woensdag 16 december 2009 7:10

To: Blum, Jeroen JL SI-SF; Pursnani, Pradeep SIPC-DXC/1; Bishop, Simon SI-SF

Cc: West, Chris SI-SF; Gomes, Richard I SI-CA-CX

Subject: IAP Updates | Obama Administration to Promote 'Clean Energy' | USAID India Consultation:

"Advanced Cook Stoves For Improved Health Of Women And Children"

Today's posts to Indoor Air Pollution Updates: <a href="http://iapnews.wordpress.com/">http://iapnews.wordpress.com/</a>

Obama Administration, Western Countries to Promote Clean Energy for Poor Countries <</p>

http://iapnews.wordpress.com/2009/12/15/obama-administration-western-countries-to-promote-%e2%80%98clean-energy%e2%80%99-for-poor-countries/>

# Obama Administration, Western Countries to Promote 'Clean Energy' for Poor Countries with \$350 Million Plan

December 15, 2009 - The Obama administration announced measures to help developing countries make better use of "clean energy technologies," as part of a plan which will cost Western industrialized countries \$350 million over the next five years. The United States will pick up \$85 million of that \$350 million cost, the largest portion of any country involved, with the balance spread across Australia, Italy, the United Kingdom, Netherlands, Norway and Switzerland.

Energy Secretary Steven Chu announced the initiatives from Copenhagen, Denmark, on Monday where the United Nations' climate conference is being held. The initiatives are part of the Major Economic Forum on Energy and Climate (MEF) that President Barack Obama started in March as a partnership between wealthy and poor countries. President Obama will arrive in Copenhagen later this week. The administration's announcement comes after the U.N.'s Ad Hoc Working Group on Long-term Cooperative Action drafted a proposal last week for Copenhagen that calls for developed

Western countries to transfer money and technology to underdeveloped nations.

"Developed country Parties shall provide adequate, predictable and sustainable financial resources, technology and capacity-building to support the implementation of adaptation action in developing country Parties," the U.N.'s draft proposal says. The four measures in the U.N. plan fall under the heading "Climate REDI," which stands for Renewable and Efficiency Deployment Initiatives. The most costly program is the \$250 million "Scaling up Renewable Energy Program," or S-REP, which will be run through the World Bank. S-REP will "provide policy support and technical assistance to low-income countries developing national renewable energy strategies, and underwrite additional capital costs associated with renewable energy investments," the White House statement said.

The United States will contribute \$50 million to this initiative, while the balance will be paid for by the United Kingdom, Netherlands, Norway and Switzerland. The remaining three initiatives are less expensive. The "Solar and LED Energy Access Program" directs "affordable solar home systems and LED lanterns to those without access to electricity," the White House release says. "The program will yield immediate economic and public health benefits by providing households with low-cost and quality-assured solar alternatives to expensive and polluting kerosene." The "Super-efficient Equipment and Appliance Deployment Program" will convene the countries participating in the Major Economic Forum to improve efficiency of appliances traded throughout the world.

The "Clean Energy Information Platform" establishes an online communication system between MEF countries to exchange technical resources and share other information, according to the White House. These three programs will cost a combined \$100 million over five years, the White House said, \$35 million of which the United States will pay. The remainder will be covered by Italy and Australia.

Source - < http://www.cnsnews.com/news/article/58525 >

Categories: <u>Global < http://en.wordpress.com/tag/global/></u> Tags: <u>clean energy < http://en.wordpress.com/tag/clean-energy/></u>

\_USAID India Technical Consultation: 鄭dvanced Cook Stoves For Improved Health Of Women And Children <

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Cholera Google Group: <a href="http://groups.google.com/group/cholera-control">http://groups.google.com/group/cholera-control</a>>

# Household Water Treatment Google Group: <a href="http://groups.g">http://groups.g</a> oogle.com/group/household-water-treatment>

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## {In Archive} Website and transition to clean stoves

Jacob Moss to: Simon.Bishop, chart, Icordes, marlis.kees

10/07/2010 11:07 AM

From:

Jacob Moss/DC/USEPA/US

To:

<Simon.Bishop@shell.com>, chart@unfoundation.org, lcordes@unfoundation.org,

marlis.kees@gtz.de,

Archive:

This message is being viewed in an archive.

Just chatted with Brenda about these two issues. Her feedback was helpful.

- 1. How to portray solutions on the website. Her rec here was to avoid promoting any specific technologies yet, until at least some interim benchmarks are in place. Posing the energy ladder and possibly examples of those along the way seemed a better option to her. We also discussed the idea of posting on any such page a link to all existing independent lab studies of stove testing (e.g., EPA, Columbia Univ., Aprovecho, other Berkeley Air?, LBNL, field testing results once published (EPA, Surya, etc.), other). [Question: Do we include non-peer-reviewed studies by reputable sources like AID or GTZ, or does that open up a can of worms as to what we include.] We'd need to do some analysis of those results over time, to help people digest them, and in the meantime include some text to introduce them, provide context for how to think about the results, link to field testing and other tests, and avoid the common mistake of "Stove X does poorly on WBT and therefore it sucks" (see: griddle stoves). That might also incentivize additional study here.
- 2. Portraying the transition to super clean stoves. She agreed that we need to project this sooner than later, to the tune of "if today's stoves are all we've got in 10 years, then we'll have failed." So we need to send that signal sooner than later. And maybe even lay out a roadmap for the % of the market we hope to be super-clean stoves -- say, 10% today all the way to 100% in 10 years. Maybe if we adopt interim benchmarks, we could have an Alliance medal or star for those that achieve 90% (or more) reductions in the lab. So that we're clear what we mean.

Let's wait to see the full suite of these issues per what folks get to Corinne by tomorrow, but maybe set aside some time next week for an hour or two to discuss with just us as a core group. Maybe after the Wed call with the group? Thoughts?

Jacob E. Moss | U.S. EPA | tel + 1 202 564 1388 | cell +1 202 236 8122

Guys

10/04/2010 06:24:26 AM

From:

<Simon.Bishop@shell.com>

To:

Jacob Moss/DC/USEPA/US@EPA, <LCordes@unfoundation.org>

Cc: Date: <chart@unfoundation.org> 10/04/2010 06:24 AM

Subject:

RE: FW: website info

## Guys

In my experience this is a prickly one but clearly something we have to grasp. I went through the exact same issues with our soon to be launched (finally) Room to Breathe website - and the campaign we ran on the ground in India.

We had a 'what is an improved cookstove' page ready to go but I knew it would be controversial if I included some manufacturers and not others. In the end I went for a generic description of different types of stoves (by fuel use and design) and avoided mentioning any specific manufacturers, with the exception of the three the campaign backs - SELCO (Prakti), Efit and

## First Energy.

Our line in the sand on backing these was:

- Reduce emissions by at least 55% (this was an average of CO and PM reductions. Using an average of these two is potentially controversial but we needed a simple message for impacted households).
- Reduce fuel use by at least 40%
- Had a minimum 1-year guarantee (so FE's cheapest stove was rejected because it only has a 6mth guarantee)
- We also had a 'cooks faster' claim but had to remove any specific percentage as there were wild differences in claims made by manufacturers, based on their own testing, and results from other sources e.g. Aprovecho testing

My suggested way forward on a GACC 'what is an improved cookstove' page would be:

- Aim to get a page up mid-Nov but park the idea for now
- Put this as part of the agenda for the Retreat (as it is all part of the wider what stoves will we support discussion
- Ahead of that, to ease the process, perhaps we (Jacob/John/I initially if that would help) could come up with a 1/2-pager on the criteria. We could of course discuss this in a weekly call before the retreat if you want to speed things up. I know John is keen for GACC to say 'for now, we'll back any stove that passes the SF-Aprovecho benchmarks'. This is probably part of the solution but these benchmarks are not broad enough/too limited for me.

Sorry - no easy answer.

Regards

Si

Simon Bishop

Head - Room to Breathe

Shell Foundation

Tel: +44 20 7934 2097 Mob: + 44 7861 310 706

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From: Moss.Jacob@epamail.epa.gov [mailto:Moss.Jacob@epamail.epa.gov]

**Sent:** 02 October 2010 21:12

To: Leslie Cordes

Cc: Corinne Hart; Bishop, Simon SI-SI-UIH/SF

Subject: RE: FW: website info

I'll check with John (though he's on travel for all next week). But before I do, it would be good to get Si's agreement that some version of this is the way to go. Si?

Jacob E. Moss | U.S. EPA | tel + 1 202 564 1388 | cell +1 202 236 8122

-----Leslie Cordes < LCordes@unfoundation.org > wrote: -----

To: Jacob Moss/DC/USEPA/US@EPA

From: Leslie Cordes < LCordes@unfoundation.org >

Date: 10/02/2010 09:31AM

cc: Corinne Hart <chart@unfoundation.org>, Simon Bishop <Simon.Bishop@shell.com>

Subject: RE: FW: website info

Is there someone at Winrock or PCIA who could write this section up using the characteristics you outlined? This is a bit beyond Corinne and my capabilities to know who has financing or has been tested. Thanks

----Original Message----

From: Moss.Jacob@epamail.epa.gov [ mailto:Moss.Jacob@epamail.epa.gov] Sent: Friday, October 01, 2010 5:38 PM To: Leslie Black Cordes Cc: Corinne Hart; Leslie Cordes; Simon Bishop Subject: Re: FW: website info Let's think about this. Maybe post pictures of solutions by category (gas fuels, liquid fuels, processed biomass fuels, advanced stoves, rocket stoves, solar, ...). But only post those that have been by a real lab per established protocol and have reached a certain scale of success -- say 50k sales over 2 years. Something like that. not a free for all. Maybe something on emerging techs, for the designs that may need capital. Maybe some that are getting C financing (that's an objective thing that takes us out of the equation). Jacob E. Moss | U.S. EPA | tel + 1 202 564 1388 | cell +1 202 236 8122 -----From: -----> ------|Leslie Black Cordes <cookstoves@unfoundation.org> ----> To: ---->

>					
Moss/DC/U	Bishop <simo SEPA/US@EPA,</simo 	n.Bishop@shel Corinne Hart	<chart@unfo< td=""><td>undation.o</td><td>_</td></chart@unfo<>	undation.o	_
   Date:	  >   >				
		 PM			
Subject	· > :				
FW: we	bsite info				
>	   				

## Good question

From: Shelley Billik [mailto:shelleybillik@gmail.com]

Sent: Tuesday, September 21, 2010 10:34 PM

To: Leslie Black Cordes Subject: website info

Ηi,

I have been reading all over your website with great interest....however, I found it frustrating that nowhere does it explain what the solution is. In other words, what are clean stoves -

how are they different, what fuels do they use, how are they obtained,

etc. As a potential donor, I would want to know how my money would be used.

Thank you,

Shelley

818-995-8985 o 310-925-6091 c

Please consider the environment before printing this email.

## {In Archive} RE: Sierra Club India Environment Post 10-18-10: ONergy's answer to Why new Coal? ☐

Jacob Moss to: Simon.Bishop

Cc: chart, LCordes, RDetchon, rvanLeeuwen

10/18/2010 01:01 PM

From:

Jacob Moss/DC/USEPA/US

To:

<Simon.Bishop@shell.com>,

Cc:

chart@unfoundation.org, LCordes@unfoundation.org. RDetchon@energyfuturecoalition.org.

rvanLeeuwen@unfoundation.org

Archive:

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Related to this thread is another point to keep in mind -- and maybe add to the list of policy issues Corinne is compiling. And that is the notion of how to best articulate our views on emerging techs that will allow battery charging for LED lights or cell phones off the waste heat from stoves. It is certainly a game-changer on the consumer proposition for stoves, but some are worried that it will lead to more use of stoves which could a) obviate some of the benefits of reduced exposures, and b) increase demand for biomass in problematic ways. These are things we should be thinking about, and putting them in the context of other lighting options is important -- and I might add, something I know next to nothing about. But it's sort of a genie is about to get out of the bottle kind of thing -- all the technology is there, and several developers are thinking it through. So the question isn't so much if, it's how and how to work with manufacturers to do it in a responsible way. Or something like that.

Also, Si, I like the idea of those other product-type folks on the Last Mile working group (new name please!), but with all that's being included in that WG, I think we need to start thinking about operationalizing that. It could be massive, with these folks, MFIs, women groups, all the manufacturers (stoves, fuels, other), other distribution chain people, demand creation people,... Each of which could be a group unto itself. Let's think this through for Friday's call.

Jacob E. Moss | U.S. EPA | tel + 1 202 564 1388 | cell +1 202 236 8122

Richenda - very good point, particularly as we w...

10/18/2010 12:30:16 PM

From:

<Simon.Bishop@shell.com>

To:

<rvanLeeuwen@unfoundation.org>, <LCordes@unfoundation.org>, <chart@unfoundation.org>.

Jacob Moss/DC/USEPA/US@EPA

Cc:

<RDetchon@energyfuturecoalition.org>

Date:

10/18/2010 12:30 PM

Subject:

RE: Sierra Club India Environment Post 10-18-10: ONergy's answer to Why new Coal?

Richenda – very good point, particularly as we were sitting in our office discussing it earlier today too! Perhaps we could ask Simon Desjardins, who heads up our solar lantern investments to either consider joining himself – or to suggest others.

I wonder if there is also room to include 1-2 people in the last-mile group with experience of other consumer durables people have tried to sell at scale in recent years, including by pushing them down MFI chains e.g. water purifiers, fridges. Maybe difficult though to convince commercial guys to put the time in to a WG.

Perhaps Nishant Lalwani from Monitor who, while not directly selling, still has decent knowledge after writing the attached report.

Also Gaurav Mehta - gmehta@dharma.net.in, head of a relatively new but rapidly growing rural

distribution company pushing a range of products, including stoves and solar lanterns.

Si Simon Bishop Head - Room to Breathe Shell Foundation

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Email: simon.bishop@shell.com

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From: Richenda Van Leeuwen [mailto:rvanLeeuwen@unfoundation.org]

Sent: 18 October 2010 16:44

To: Leslie Cordes; Corinne Hart; Bishop, Simon SI-SI-UIH/SF; Moss.Jacob@epamail.epa.gov

Cc: Reid Detchon

Subject: FW: Sierra Club India Environment Post 10-18-10: ONergy's answer to Why new Coal?

This update from Justin on ONergy clearly shows the interplay between clean electricity and clean cookstoves at the deployment level. I see this more and more across multiple markets (e.g. Barefoot Power aspires to develop the customer channels to help deploy cookstoves in future, and SELCO is already doing this), and we need to recognize and support the synergies here in terms of distribution channels, rather than treating them as standalone supply chains.

Just a thought that it might therefore be a good idea to explicitly include some of the entities working with both small scale electrification as well as cookstoves in some of the working groups.

Best.

Richenda

**From:** Justin Guay [mailto:Justin.Guay@sierraclub.org]

**Sent:** Monday, October 18, 2010 11:31 AM

To: Justin Guay

Subject: Sierra Club India Environment Post 10-18-10: ONergy's answer to Why new Coal?

Hi All.

I recently had the opportunity to sit down and talk with social entrepreneur Piyush Jaju, cofounder of ONergy (<a href="www.onergy.in">www.onergy.in</a>) a Renewable Energy Venture providing complete energy solutions to rural India. ONergy is focused on eradicating the use of kerosene and diesel in rural India beginning in West Bengal. The company currently provides a range of services from individual 0.5 W solar lanterns and 75 W solar home systems to larger biomass gasification and solar pv systems for rural electrification.

The company has received backing from some of the social entrepreneurial world's finest (

SELCO and Barefoot Power) and was born out of an NGO exploring the question Why new coal? The result was a journey across the coal belt of India that opened the founders' eyes to the destruction coal can cause as well as the critical need to bring about clean energy solutions to power India's development. In the process they have started <a href="www.switchon.org.in">www.switchon.org.in</a>, and <a href="www.environmentpress.in">www.environmentpress.in</a> and are a part of the next generation of Indians who have taken Ghandiji's words to heart - they are the change they wish to see.

## Sierra Club India Environment Post: ONergy's answer to Why new Coal?



## What inspired you?

About three years ago we (Piyush Jaju, Vinay Jaju, and Ekta Kothari Jaju) got interested in how we could make a difference. We started with an NGO focused on climate change and sustainability with an outreach program to schools and colleges to improve people's awareness and involving them to take action. From there we got the idea to travel by cycle along the coal belt at a grassroots level, write a paper on our experience, and take it to the policy level and see what action could be taken. It's not an issue that India can stop using coal tomorrow. India needs to meet its energy demands and right now it's driven by coal. [Decarbonization] will need to be a gradual process.

We then wanted to look at how we could directly address the problem. It's easy to say we have a climate problem and coal is extremely harmful. But what is the solution? Renewable energy is expensive. And India already has large energy problems. The grid just won't get to many areas. There are other issues with massive transmission and distribution losses as well. There are some initiatives being taken - the solar mission and all - but there is a massive challenge and opportunity.

We realized that decentralization of energy is the solution to address the rural energy needs. But we need to promote affordable solutions for rural India. We do so by collaborating with financial institutions. We developed a business model to partner with MFIs and NGOs and set up Renewable Energy Centres or "Shakti Kendras" and mobilize their infrastructure, network and brand to reach out to rural communities. It's really been a journey over three years.

#### On Clean Cookstoves...

It's critical to understand the benefits – including economic. If they [rural villagers] have to pay for the wood there are direct benefits. We are trying a pilot with a few portable cookstoves. We are looking at all rural energy needs starting with the lighting program then moving to cookstoves. Lighting is a much more critical need in terms of saving money (kerosene and battery).

## The toughest part of the job is satisfying our customers

We started by promoting small lanterns (\$13 or Rs 600). The market wanted something bigger (i.e. something that could power TVs). We went back to the drawing board to find how we could make affordable larger systems available. We decided that what we really needed to do was widen the range of products available to our customers in order to match demand. But the bigger challenge is really to build an effective distribution channel as well as the after sales service network. And accessibility is a problem – this all needs to be done in a cost effective way by using existing networks, training entrepreneurs etc. Entrepreneurs often come to us they say this is a great product how do we promote it.

## On the Broader impacts...

It's important to think of our direct and indirect impact. When we are looking at going to villages we need to ensure community development, empowering people by building entrepreneurs, helping marginalized people, and working with womens' self help groups. We need direct economic benefit because they pay a massive price for terrible quality light from kerosene. For basic needs they pay such a large price. How can products directly save money for them? We also find linkages to livelihoods and community development and we are becoming involved in those areas.

## On Coal's ability to deliver on development...

It could have been an argument in the past but now we have alternatives whose prices are decreasing. Getting on the ground, it's not feasible for the government to provide electricity to very remote rural areas. They will have to build new lines that will have massive transmission losses. The amount of money they will be spending and then losing would be better spent subsidizing renewable energy for rural areas. It's a clear solution. India can't go on exploiting coal, the more social problems come along with this exploitation. When we go along the coal belt people are getting displaced. India is facing a huge problem with Naxalites and Maoists.

In the short run, coal will dominate. But India is understanding the need of promoting renewables. The Solar Mission aims at bundling of solar power and thermal power and supplying it to the grid. Government has imposed an additional duty this year on coal and with that it is

setting up a clean energy fund. Other renewable sources have also started getting a policy push.

Right now because of the drop in prices it's more about how you can get financing in place and make those products affordable so that the rural person doesn't have to worry about capital expenditure.

## On biomass and small hydro...

We truly feel that India has a great potential for biomass. Hydro is limited because it's only suitable for specific areas. In the area we work the potential is limited. Initially it's an economic challenge because you require larger capital expenditure for a 20 KW plant. You need financing muscle. We wanted to gain experience prior to getting into that. Our next stage may be biomass gasifiers. There are challenges with biomass though - it can be slightly unpredictable. There is a great amount of biomass available but it's not like biomass is getting wasted. It is being utilized for a variety of purposes cooking, cattle, etc. When you look at setting up a plant that requires a supply chain and the price of biomass can increase. It becomes a challenge. It is not financially sustainable. This has been quite a big problem especially in larger plants. We decided to focus on micro power plants, promote the technology that is available in that area.

## What about the traditional aid/subsidy approach?

It does not solve a problem if we give something for free. This needs to be market driven. We are working with Rotary International on a project and we had to convince them to stop giving systems for free. The rural person is willing to pay if they see the benefit - in terms of cost and energy provided. In our Rotary project we used their funds to provide a small subsidy instead of subsidizing an entire system. Now we can finance 120 systems instead of 20-30 systems only.

## What's next?

Our ride has been challenging. But in a short span of time we have sold 1,000 lighting systems. Our aim is to impact 1 million lives in the next five years. Initially we will start with lighting, and then move to electrification and cooking. We have strong partnerships with MFIs and NGOs and have made our business model more robust. KDS (Kotalipara development society) and VSSU are our MFI partners and they combined reach out to over 150,000 women members. They have loan officers pushing energy products for us. It's tough though, banks want credibility and we are new, they have had to deal with fly by night operators. We need to get to work and prove ourselves to get the trust from the bank. We are strongly supported by SELCO in this regard.

## A final message...

Find unconventional solutions that are market driven. Start challenging notions about rural india

and what they want. It's not about giving a simple product – they also value entertainment especially TVs. We can't say you are really poor and you should be happy with a light. They have their own aspirations. We need to have a more market based approach.

Even on the basis of coal. We have talked so much about climate change. It's great when everyone talks about it but how are you really helping? It's not only about switching off lights and doing a little here and there. How can you have a larger impact? That is the real question.

Justin Guay
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Please consider the environment before printing this email.[attachment "Stretching the Fabric of MFI Networks - Monitor Inclusive Markets.pdf" deleted by Jacob Moss/DC/USEPA/US]